

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/721,010**

Confirmation No.: **5650**

Filing Date: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

Examiner: **William A. Brandenburg**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

Reference CQ is an Office Action from the Australian Patent Office in counterpart Australian Patent Application No. 2004294170. Note that U.S. Patent Nos. 5,754,939 ("D1 HERZ") and 6,144,944 ("D2 KURTZMAN, II") cited in reference CQ are already of record (as references AO and AB, respectively).

Reference CR is an Office Action from the Australian Patent Office in counterpart Australian Patent Application No. 2004294170. As noted above, U.S. Patent No. 5,754,939 ("HERZ") cited in reference CR is already of record (as reference AO).

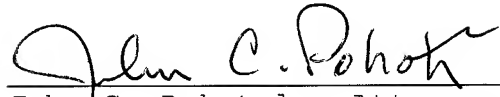
Reference CS is a Decision of Rejection from the Japanese Patent Office in counterpart Japanese Patent Application No. 2006-541619. An English language translation of the Decision of Rejection is also provided. Note that Japanese Patent Application Publication No. 2001-243256 ("reference 1") cited in reference CS is already of record (as reference BR).

Since this Information Disclosure Statement is being filed after the mailing of a first Office Action, but before a final Office Action, a Notice of Allowance, or an action that otherwise closes prosecution on the merits, this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97 (c)(2). The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(c)(2).

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Respectfully submitted,

December 29, 2009

A handwritten signature in black ink, reading "John C. Pokotylo". The signature is fluid and cursive, with a horizontal line drawn underneath it.

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